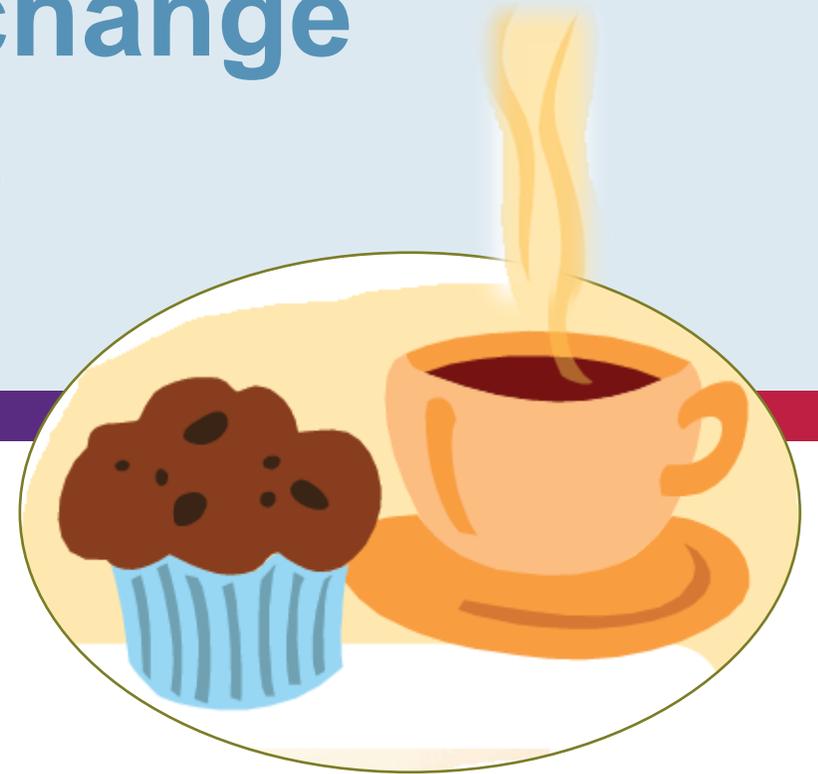


JF&CS Memory Café Percolator Quarterly Idea Exchange

June 18, 2025

JF&CS



For more than 150 years, Jewish Family & Children's Service has been helping individuals and families build a strong foundation for resilience and well-being across the lifespan.

Say hello! Please type your name and location into the Chat box.



Today's Agenda

1. Housekeeping and Announcements
2. Vicky Pitner, Memory Café at the First United Methodist Church, Lakeland, Florida, and how to engage faith communities in your Memory Cafe
1. Memory Café Alliance update – announcing Public Awareness Contest!

Next idea exchange:

**Thursday, September 18, 1:30 to 3:30
pm ET**



Housekeeping

- This meeting is being recorded. The recording will be available at www.jfcsboston.org/Percolator in 1-2 weeks.
- Please keep your audio muted unless you are speaking.
- Please activate your video if you are able to do so.
- Please use the chat box or “raise hand” function to share your questions and comments at any time.

MCA and Percolator

- **Memory Café Alliance** directory, promo materials, and online self-paced training: www.memorycafedirectory.com or <https://dfamerica.org/create-mca-profile/>
- **Percolator** toolkit (English & Spanish), tip sheets, idea exchange archives, and more: www.jfcsboston.org/Percolator
- All resources are free!



Congrats to the Raffle winners!

The **Memory Café Alliance** congratulates two Memory Cafes randomly drawn from all Cafes registered at www.memorycafedirectory.com



Salem Memory Cafes, Salem, Oregon



Mrs. Potts Coffee Shop, home of Kandu Memory Café in Milton, Wisconsin

Media Alert!

Share this national coverage of Memory Cafes with your network!

On May 31, National Public Radio's Weekend Edition, in partnership with KFF Health News, ran a radio/web piece on Memory Cafes.

HEALTH REPORTING IN THE STATES

Memory cafes offer camaraderie and fun for people with dementia — and their caregivers

MAY 31, 2025 · 5:00 AM ET

FROM  WJIA
FBS NPR

HEARD ON WEEKEND EDITION SATURDAY

By Lydia McFarlane



3-Minute Listen

+ PLAYLIST

≡ TRANSCRIPT



BOLD webinar – Memory Cafes: How Public Health Can Support Their Growth in Local Communities

- **Free webinar on Monday, June 23 from 12:00 – 1:15 PM ET**
- Explore how Memory Cafes are transforming dementia care by reducing isolation & boosting well-being, and how Public Health can help.
- Join us and share this opportunity with your public health colleagues!
- Register: <https://z.umn.edu/MemCafe>



PUBLIC HEALTH
CENTER OF EXCELLENCE
ON DEMENTIA CAREGIVING

Maude's Ventures



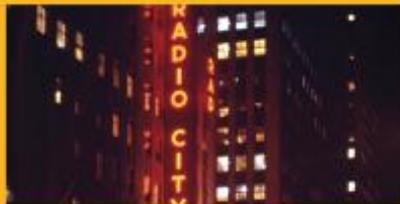
Visit <https://maudesventures.org/>

Applications are open from April 14 to July 7 for:

- 2025 Maude's Ventures (seed investments of up to \$50,000)
- 2025 Young Founders Program (grants of up to \$2,500)



PHOTAVIA.



Memory Cafés in the News

Has your Memory Café been in the news?

- Send Beth articles/media links about your café for monthly “What’s Percolating” e-news
- Please send substantive articles, not just event announcements



Memory café helps people living with Alzheimer's, dementia

ABC Action News 832K subscribers [Subscribe](#) 4 likes [Share](#)



Your Updates

- Please keep updates brief and focused on ideas or resources of interest to Memory Cafés!



**Memory Café of the First
United Methodist Church of
Lakeland, Florida, and how to
engage faith communities**

Vicky Pitner

Questions and comments



Stretch break!





Equitably and sustainably expanding Memory Cafes in the U.S. tenfold in 10 years to reduce stigma and isolation.

Resource Update



MCA resources

- Memory Cafe Directory for U.S. Cafes: www.memorycafedirectory.com
- Free Self-Paced Memory Café Training Modules
- Promo materials (What is a Memory Café video; All About Memory Cafes one-pagers)
- Today: NEW Public Awareness Contest!



MCA resources

- All hosted by Dementia Friendly America
- All participation is voluntary!
- 5-minute demo video: how to access Memory Cafe Alliance resources - <https://www.youtube.com/watch?v=bFbmmIr2rcs>



Introducing

MEMORY CAFE

AWARENESS

CONTEST!

memory cafe alliance™

in collaboration with

 Dementia Friendly America®

The graphic features a light blue background with three overlapping yellow rectangular boxes containing the text 'MEMORY CAFE', 'AWARENESS', and 'CONTEST!' in white and purple. To the right, the Memory Cafe Alliance logo is displayed, consisting of three overlapping teardrop shapes in light blue, purple, and yellow. Below the logo, the text 'memory cafe alliance™' is written in a sans-serif font. Underneath that, the phrase 'in collaboration with' is written in a smaller, italicized font. At the bottom right, the Dementia Friendly America logo is shown, which includes three overlapping circles in orange, purple, and light blue, followed by the text 'Dementia Friendly America®'.

Why a contest?

- Long-term goal: **Raise awareness of Memory Cafes** to improve the lives of people living with dementia and their care partners.
- To accomplish this: We aim to **increase the number of Memory Cafes** in the U.S., as listed on the directory; **increase the visits** to memorycafedirectory.com; and **increase the inquiries** about starting a Cafe via memorycafes@dfamerica.org.



The Details

- We are hosting a **CONTEST** as an activity for all U.S.-based Memory Cafes!
- As an activity at your Cafe between now and September, answer one (or more) of these questions:
 - “What do you enjoy about being here?”
 - “If you recommended this program to a friend, what would you say?”
 - “What is special about a Memory Cafe?”



The Details, continued

What FORMS could the activity take?

- Your activity might be visual art, collage, a poem, a dance, a song, or a simple audio interview - whatever form you like! Capture your activity and share them on social media.





Guidelines

- Must be a U.S.- based Memory Cafe.
- Ensure you have all needed permissions/consent from participants for sharing their image.
- Post on Facebook, Instagram, or Linked In - or all three!
- Be sure to tag Memory Cafe Alliance (@memorycafealliance), and use #memorycafes; #memorycafealliance



Winners and prizes

- Winners will be selected for 1) Most Creative; 2) Highest Impact/Reach; 3) Most Inspiring; 4) Best Overall.
- Winners will be announced at the Dementia Friendly America virtual gathering on November 18!
- We are finalizing the sponsorship of prizes – stay tuned for details!



Deadline

By October 31st, select which post you would like to submit to the contest and complete a google form here <https://forms.gle/8gyBiAJAxtaQSMSV7>.

Tips

- Invite participants' responses to the questions (rephrase / translate if you like).
- Responses might be verbal, written, drawn, in movement, song - however you like!
- You might try mixing image and audio in Canva! It's easy!
- Keep it brief - optimal video length for social media videos are under 60 seconds

Tips, continued

- **Quality is important!**
- Make sure people can be heard.
- Images that are close up will have the most impact.
- We strongly encourage Memory Cafes to partner with area schools or artists to capture the best photos / videos possible.

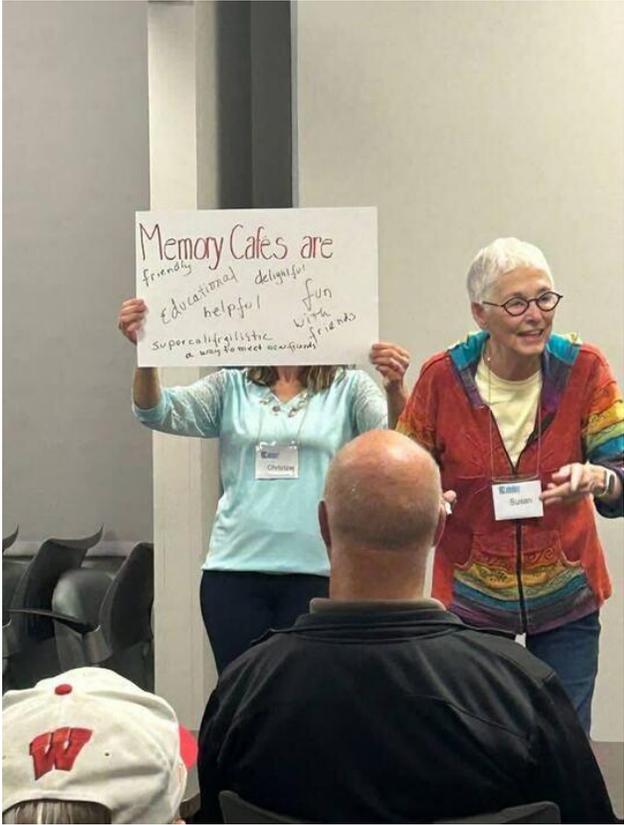


MEMORY CAFE
AWARENESS
CONTEST!

What one word would
you use to describe a
Memory Cafe?

[Click here for video](#)

Have FUN with this!



Questions?



MEMORY CAFE

AWARENESS

CONTEST!

memory cafe alliance™

in collaboration with

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Exciting News!

Medical College of Wisconsin has just received a two-year grant from the RRF Foundation for Aging to establish the national Memory Cafe training system!

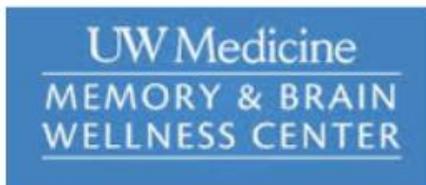
DFA

Supporting Directory, Modules,
and Learning Community



5 Training Hubs

supporting group training



Questions, feedback, suggestions?

- Public Awareness Contest
- Promo materials (What is a Memory Cafe video; All About Memory Cafes one-pagers)
- Online training
- Memory Cafe Directory



Your feedback requested: survey coming soon

What do you want and need most from your Memory Cafe learning community?



Save the date!

Next Percolator Idea Exchange is Thursday, September 18,
1:30 – 3:30 ET

- Memory Café Alliance update
- Memory Café presentation – stay tuned!

